

Business Newsletter Inserts for 2005 Census Survey

For your convenience, we have prepared some short messages that can be used by your organization to help spread the word about the 2005 Census Survey and its importance. This information may be used in your community, educational or business mailings and newsletters. These articles emphasize the importance of the 2005 Census Survey. Four messages have been provided for your organization to choose from. *Certain sections of these messages may need to be edited to fit your organization's needs.*

- Helping Your Organization COUNT ME IN!
- Census Employment
- General Overview/Public Newsletters
- Protecting Your Privacy

These messages could be used in an internal employee newsletter or community newsletter. Also, they could be used as short reminders that could be given through Census day, September 1, 2005, and modified during the following weeks when non-response follow up is being conducted.

CENSUS SURVEY 2005 - GET READY TO BE COUNTED

The 2005 Census Survey is just around the corner. Make sure that you and everyone in your household are counted.

Your community has decided to conduct a Census Survey due to the rapid growth in Maricopa County. Around the first week of September 2005, 1 out of every 13 households will receive a mailed questionnaire that they will be asked to fill out and return.

The 2005 Census Survey is a short and easy to fill out form with fewer than 10 questions. The information is used to plan our future and it is very important to our company and your community to accurately fill out the form.

WHY IS IT IMPORTANT TO YOU?

Census population numbers determine how much federal and state money each community receives. These funds support the community services we depend on such as: police and fire services, parks, libraries, and public transportation programs. The census numbers are also important for businesses to determine available workers and prepare for growth. If we don't fill out the census, we will not know how many new schools or hospitals we will need in the future.

WHY IS THE 2005 CENSUS SURVEY IMPORTANT TO COMMUNITIES IN MARICOPA COUNTY?

When the state of Arizona collects money through taxes and other sources, it returns nearly \$1 billion per year to cities and towns. The amount of money each city, town or unincorporated area receives is based on its population. That is why your community needs the most accurate count possible.

WHAT CAN YOU DO?

Look for your letter from the Census Bureau in late August. Fill out the questionnaire and send it back right away. Make sure everyone living in your household is counted, including children, live-in relatives, or any other occupants, regardless of citizenship status. If you are living in the community, then you are using public services and the community should receive its fair share of funds based on actual numbers living here.

Remember, because this is a survey and not a door-to-door count, you have a unique opportunity to represent your neighborhood and to help your community.

Do you belong to any organizations, clubs, churches, or neighborhood groups? You can help spread the word about the 2005 Census Survey. We will be happy to provide you with the materials you need to help inform your group about the upcoming survey.

PROTECTING YOUR PRIVACY

The information you provide to the 2005 Census Survey is entirely safe and confidential. Consider that:

- By federal law, the US Census Bureau cannot share your responses with others, including welfare agencies, immigration authorities, Internal Revenue Service, courts, police and other law entities. In fact, it is illegal for these agencies to obtain confidential information from the census. Not even the President of the United States can access this information.
- Confidentiality is essential to the success and integrity of the census process.
- The U.S. Census Bureau has a long-standing position, without exception, to hold each person's answers confidential. Since the first Census in 1790, that policy has never been violated.

It's safe, it's secret, and it is good for our community.

CENSUS NUMBERS YOU CAN COUNT ON

There is a 2005 Census Survey website: census2005.com, where you can find information and answers to questions you may have about the 2005 Census Survey. Census materials, such as posters, fliers, and other materials are also available there. You can also e-mail census@mag.maricopa.com with any questions.

REMEMBER CENSUS SURVEY 2005 – COUNT ME IN!

NOTE: If this is appropriate for your organization, you can also include the following information on census jobs that are available now and may last as long as December 2005.

EARN EXTRA MONEY!

CENSUS JOBS WILL BE AVAILABLE MAY - DECEMBER 2005

Hourly pay rates start at \$11.50 an hour. Training for all positions is PAID, plus 40 ½ cents per mile for mileage.

If you or someone you know is interested, call the 2005 Census Survey Recruitment Hotline: (602) 256-3225.

This message can be used in any mailings to your customers such as newsletters included with billing statements. This message can also be used by community groups for newsletters or mailers.

2005 Census Survey -- Get ready to be counted!

The 2005 Census Survey is just around the corner, and the city is hoping you'll make sure that you and others in your household are counted.

The count begins in September with a mailing of a questionnaire to 1 out of every 13 households in Maricopa County. Returning the form as soon as possible is important.

Using Phoenix as an example, in just five years, Phoenix has grown from 1.15 million to 1.43 million and the growth is straining city resources. By counting all residents, the city will be assured of getting its share of all federal and state funds that are distributed to communities based on their population. (Note that this information can be adapted for individual cities. Contact census@mag.maricopa.gov.)

To find out more about the 2005 Census Survey, please visit www.census2005.com.

NOTE: This following message can be used to emphasize the U.S. Census Bureau's commitment to confidentiality.
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2005 CENSUS SURVEY—PROTECTING YOUR PRIVACY

In 2005, remember to show you care about yourself and your community by saying, "COUNT ME IN!" with the 2005 Census Survey. Local community leaders want you to know that an accurate population count is critical to ensure that government is able to provide many public services.

If you live here, you need to be counted. Citizenship status is not a factor. In fact, the U. S. Constitution says that every person is to be counted and that includes foreign nationals and new immigrants. It is illegal for Immigration and Customs Enforcement (ICE) to obtain any information from the Census Survey. There is also a fine and jail time for Census employees who violate confidentiality. The Census Bureau has a longstanding position, without exception, to hold each person's answers confidential. That hasn't been violated in more than 200 years of conducting censuses. So show the strength of our community by answering the Census. It's safe, it's secret, and it is good for our community.

Remember, everyone who receives a Census Survey in September of 2005 needs to participate. Our community is depending on your participation so that we can receive the vital municipal services we need.

CENSUS NUMBERS YOU CAN COUNT ON

To find out more about the 2005 Census Survey visit www.census2005.com, or e-mail Kelly Taft at census@mag.maricopa.gov.

REMEMBER CENSUS SURVEY 2005 – COUNT ME IN!